



Storytelling Guides

Telling the Story of Your Rockford History

Dates: Gather all important dates, such as when your business, entity, or organization was created, any major changes it went through, and any events that impacted it significantly. Tell about these events in the order they happened. Focus only on the events that are interesting and/or important.

People: When describing the people who impacted your business, entity, or organization, really describe the most interesting characteristics of their personalities, especially in regard to how those characteristics impacted you.

Details: Focus on the details that are most interesting, and leave out boring facts that are unnecessary. What great things has your business, entity, or organization accomplished? What challenges or setbacks has it suffered? Yes, even failures are an important part of our story! What makes your business, entity, or organization special and unique? Tell the story in a way that engages the reader's emotions and senses - make the reader really experience what it has gone through.

The Ending: Conclude your story with a final thought that 1) defines your business, organization, or entity; 2) summarizes its journey; and/or 3) demonstrates what you've learned or achieved along the way.

Telling the Story of Your Rockford Experience

Who? Provide relevant and interesting descriptions of yourself as well as any person or people who contributed to your experience.

What? If it's a place, clearly name the place and describe what it is that makes it so wonderful. Make sure to focus on the specific details that make the place special and avoid including unnecessary extra details. **If it's something that happened to you,** clearly describe the experience that was wonderful, focusing only on the details that contributed to it being so special and avoiding extra, unnecessary details.

How? In what specific way were you impacted by this experience? What feelings, thoughts, inspiration, opportunities have come from it? How has it changed you as a person and/or changed your life?

The Ending: Conclude your story with a final thought that renames the place or your experience and summarizes the impact it had on you.